THEME • Parliament Party Zone

AUDIENCE • Smokers 21 years of age or older

OBJECTIVES

- Create high brand visibility
- Encourage product trial
- Stimulate retail
- Generate names for the Parliament database

LOCATIONS

- Daytime - So. Miami Beach - public beach (set location, permits)
- Evenings - 2 Flagship Clubs in So. Miami Beach 8 Satellite Clubs in So. Miami Beach and Coconut Grove

TIMING

- October 26 - November 19

FREQUENCY

- Thursday - Sunday
- Four - six hours per event
- Daytime and evening events
- Total of 52 events

RETAIL

- **On-Premise** we are offering VIP card with 2-pack purchase. Researching possibility of offering manufacturers buy down of Parliament Lights during Zone promotional hours.

- **Off-Premise** we will have a Parliament Party Patrol visit local retail accounts daily, to place flyers and posters announcing the locations of the club nights.

DAYTIME BEACH PROGRAM ELEMENTS

Visibility

- Party Zone inflatables (20 feet high)
- Parliament parasails, Hobie Cats and Waverunner rentals
- 1995 blue Mustang convertibles
- Parliament Party Zone tent
- Parliament beach umbrellas and chairs

Activities

- Feature live entertainment at Parliament Party Zone tent.
- Collect survey cards from smokers 21+
- Serve complimentary beverage (blue non-alcoholic drink)

2045569327

Source: https://www.industrydocuments.ucsf.edu/docs/qldy0004

Incentives

- Lighters
- Sun visors
- Blue sunscreen
- Oakley type sunglasses
- Tank tops

EVENING CLUB PROGRAM ELEMENTS

Visibility

- Parliament "glow" bar materials (cups, napkins, swizzle sticks, coasters, bar organizers and menu boards)
- Parliament "Glow" banners
- Parliament Neons
- Project Party Zone logo (without Parliament) on ceilings, dance floors, and walls inside clubs and on sidewalk outside club.
- Blue skytracker lights outside bar

Activities

- Sponsor local DJs or Bands
- Distribute branded incentives for survey completion
- Distribute VIP Party Zone cards. Offer card with a two-pack purchase at Party Zone locations. Card entitles you to:
  - club discounts and VIP door treatment
  - water sports discounts
  - free long distance calling
  - promote 1-800 number with Party Zone information
- Create Party Zone postcards. Consumers have picture taken with friends. One of three backgrounds - club setting, on a wave runner, or on a parasail
- Conduct a switch-the-name-tag game. Secret clues available on VIP cards or the locket-key game.

Incentives

- Parliament lighter
- T-shirts (glow)
- Mugs/Cups (glow)
- Concert tickets
- Dinner for Two at local restaurants

SWEEPSTAKES

- A 1995 Parliament Party Zone Blue Convertible Ford Mustang

2045358928

Source: https://www.industrydocuments.ucsf.edu/docs/qldy0004

BEACH AND OUTDOOR PROGRAM ELEMENTS

- This will be a turn-key promotion, based on The Parliament Party Zone concept already existing.
- Parliament will be in a variety of venues at day and night - time, but there will be a centralized Party Zone around which all program elements focus.
- Party Patrol members will place flyers at retail beach locations
- A 20 foot high Party Zone inflatable will be placed at beach locations and club entrances.
- Parliament identified parasails, Hobie Cats, and waverunners will be available for rental at beach locations.
- Live band will be at the beach at daytime, name generation will be conducted for smokers 21+.
- The Beach Party Zone will include branded beach umbrellas, chairs, and beach towels.
- Smokers 21 year + are eligible to win branded incentives during the Parliament Party Zone promotion.

2045569329

Source: https://www.industrydocuments.ucsf.edu/docs/qldy0004

NIGHT TIME PROGRAM ELEMENTS

- Parliament identified "glow" bar materials will be used by each Party Zone location-- Cups, napkins, coasters, bar organizers, and menu holders. Glow in the dark banners will decorate the clubs.

- All consumers who complete a survey will receive a lighter (survey incentive), a wristband (to assist identifying smokers 21+). Name generation is an integral part of the club promotions.

- Parliament will hire a local DJ or band in each location - ensuring proper Parliament verbal promotion and Party Zone interaction.

- Parliament neons will be placed in all Party Zone clubs.

- Smokers 21 year + are eligible to win branded incentives during the Parliament Party Zone promotion.

PROMOTIONAL ITEMS/INCENTIVES

- T-shirts
- Sun Visors
- Glow-in-the-Dark Glasses
- Mugs/Cups (glow-in-the-dark)

2045569330

Source: https://www.industrydocuments.ucsf.edu/docs/qldy0004